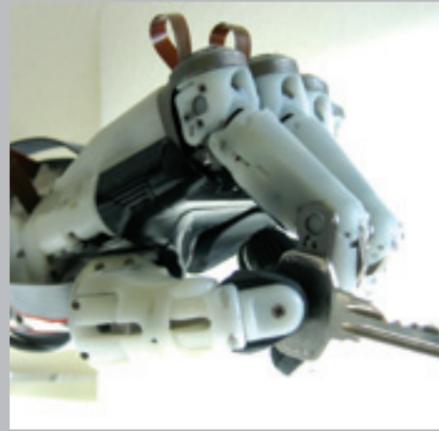
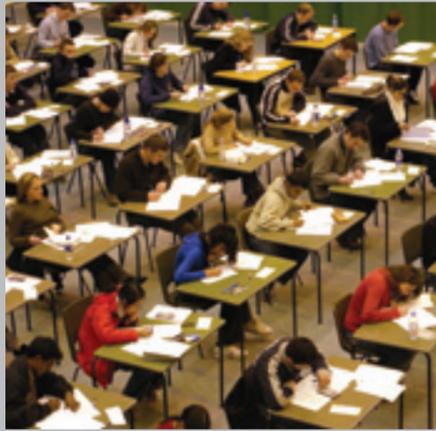




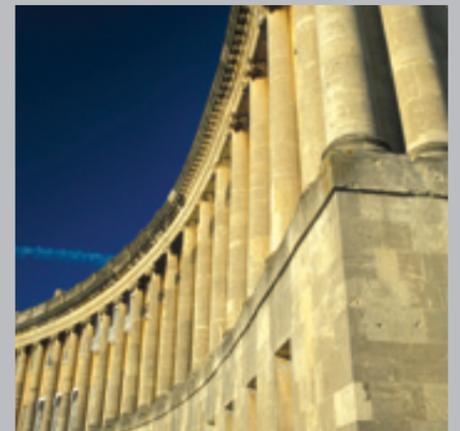
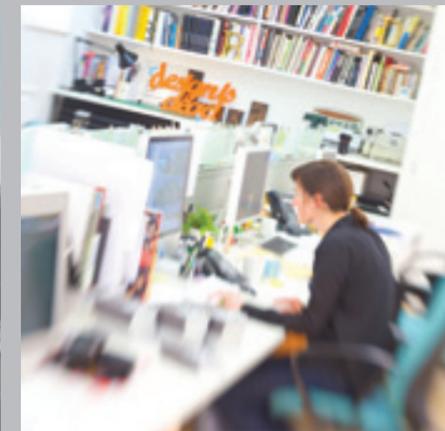
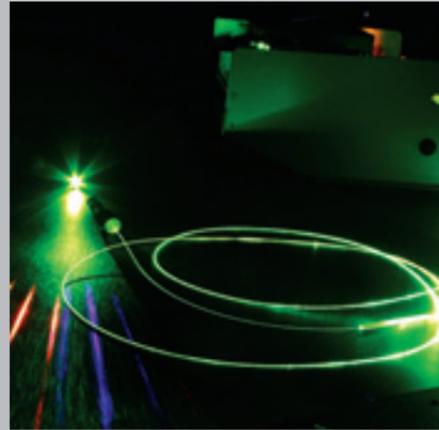
TREASURE
AND
TRANSFORM



BATH 'CITY OF IDEAS' ENTERPRISE AREA

Designated as a key zone for economic growth by the West of England, the Bath 'City of Ideas' Enterprise Area has the ability to deliver 65% of the District's jobs growth by 2026 and play a key role in providing much needed accommodation for the area's flourishing high-value business sectors.

Supported by infrastructure, Bath in the future will be a city where businesses, academia and creativity combine to create value and enhance the quality of life.



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Enterprise Area Key Facts

- Collection of development sites and buildings along the river corridor, beginning in central Bath and continuing west along Upper and Lower Bristol Roads
- Covering an area of 96 hectares, the Enterprise Area has a development area of circa 36 hectares, 25% of which is owned by the Council
- Analysis reveals that the area has the potential to create up to 9,300 new jobs, 3,500 of which could be created by 2017
- The Enterprise Area has the capacity to deliver 200,00m² in new office space
- Concentrating on growth sectors
 - creative industries; professional and financial services; engineering consultancy activities; software, technology and other computer related
 - these jobs have the ability to increase the local economy by £1.6billion GVA over a 25 year period
- The Enterprise Area has the potential to generate £292million in business rates over a 25 year period

Why Bath 'City of Ideas' Enterprise Area

- Existing strengths in higher-value activities within the creative industries, financial and business services, and technology related activities such as software development
- A unique built and natural environment which is internationally renowned, and extremely attractive to entrepreneurs, businesses, students and tourists
- One of the highest skilled resident communities in the West of England
- Two Universities in the city with strengths mapping to high-value growth sectors, and increasingly collaborating with the private sector to encourage innovation and entrepreneurialism
- Local facilities, for example The University of Bath's Innovation Centre, which is helping to 'spin out' jobs locally, thereby generating demand for commercial space
- A prime position within the South West which has a reputation for innovation in creative industries and technology fields, including environmental technologies and microelectronics
- Close relationship to Bristol, with the ability to create an economic corridor along the A4
- Active local sector-based business networks offering mentoring, learning and support activities

Planning the Future, Financing the Future

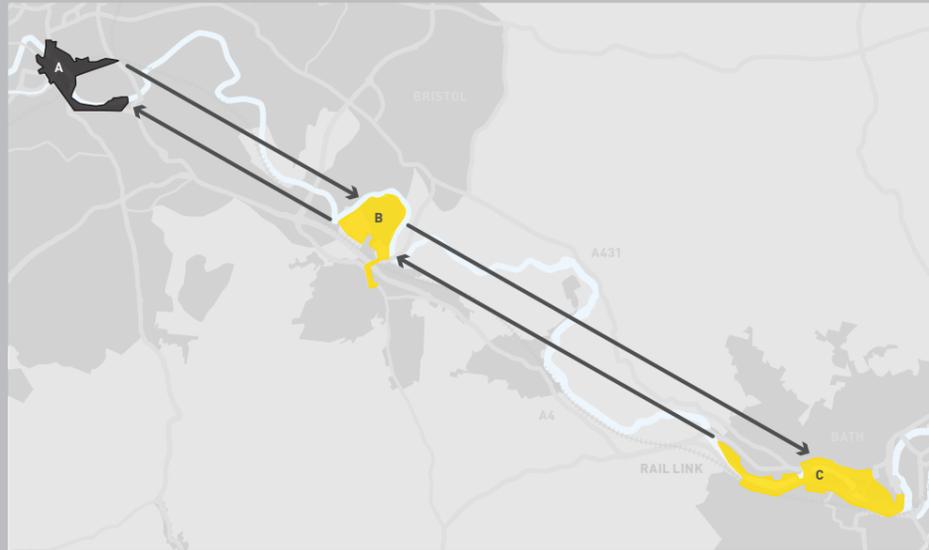
The Planning the Future, Financing the Future programme has been established to determine the impact of the entire growth agenda across Bath & North East Somerset on the corporate agenda and finances. More specifically it will:

- 1 Evaluate the impact and effect on the resources, investment, regulation, timings and demands on delivering development projects
- 2 Test the technical feasibility and viability of delivering development
- 3 Evaluate the effect on infrastructure investment demands of the delivery programme as set by the City of Ideas project
- 4 Report the impact of the current financial demands and opportunities on the Corporate entity

Delivering the Enterprise Area

The Planning the Future, Financing the Future Programme will deliver the City of Ideas Enterprise Area by:

- Applying the resources, investment, regulation, timings and demands on the parties for development to be delivered
- Delivering the infrastructure investment demands
- Applying the 'toolbox' of finances available including the Corporate finances



▲ Economic Corridor

- A Bristol Temple Quay Enterprise Zone**
16,850 jobs by 2036
- B Keynsham**
1,700 gross (1,500) net jobs
- C Bath City Riverside 'City of Ideas' Enterprise Area**
9,300 gross (5,700 net) jobs

▶ Bath 'City of Ideas' Enterprise Area

This area of Bath has 36 hectares of developable land within a 96 hectare area which has the potential to deliver mixed-use development with an emphasis towards office and employment use:

- 1 Carrs Mill Area Total Area - 24,700m²
- 2 Stable Yard Area Total Area - 28,280m²
- 3 Bath Press Total Area - 21,510m²
- 4 Bath Western Riverside Total Area - 147,000m²
- 5 Bath Western Riverside East Total Area - 48,730m²
- 6 Green Park Station Total Area - 24,200m²
- 7 Bath Quays South & South Bank Total Area - 25,140m²
- 8 Bath Quays North Total Area - 27,340m²
- 9 Manvers Street Total Area - 14,450m²

"Creation of an Enterprise Zone and Enterprise Areas is a major step forward for the West of England. They will be a major attraction to a wide range of businesses who are currently not operating in the West of England and, as a result, we expect to see significant inward investment, create new jobs and economic growth."

PricewaterhouseCoopers

Maps are indicative only

